

Program Description/Textbook or Print Instructional Material

Vendor: Thomson Learning/Course Technology Web Address: www.course.com

Title: New Perspectives on Macromedia Dreamweaver MX Comprehensive

Author: Geller, Hart Copyright: 2003

ISBN: 0-619-02077-6 Course/Content Area: Vocational and Career Education; Information Technology Program; Web Design and Web Page Design

Intended Grade or Level: 9-12 Readability Level: 9.4 (Flesch Kincaid)

List Price: 51.95 Lowest Wholesale Price: 38.75

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

- Provides a look at the HTML that Dreamweaver uses for each Web element and explains the different coding helping users to recognize and understand the HTML tags..
- Features a case-based, problem-solving approach to learning how to create Web pages with Macromedia's popular Dreamweaver software.

Student Experiences

- Presents how to effectively plan and design a professional site including coverage of selecting information for a site, identifying a target audience, performing market research, and making design choices for organization of information, colors, theme, and layout.

Assessment

Ideal for an introductory course on Web pages or as part of a larger course on the Internet or multimedia.

Organization

1. Introducing Macromedia Dreamweaver
2. Creating More Sophisticated Pages with Tables and Mouse-overs
3. Planning and Design of Sites created with Dreamweaver
4. Shared Site Formatting using the Navigation Bar Object and Frames
5. Using Layers for Page Layout and Functionality

6. Dynamic HTML: Animating with Layers and Behaviors
7. Creating Animations
8. Adding Rich Media and Creating Forms
9. Building Advanced Sites with Templates, Library Items and Head Content
10. Using Behaviors and JavaScript to Add Interactivity

Resource Materials

Gratis Items To Be Provided And Under What Conditions

Instructors Resource Kit (0-619-04414-4) Free 1 per teacher

Available Ancillary Materials

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

NOTE: Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate “**not available**” in the space.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool IT Web Design Career Major



Title: Macromedia Dreamweaver Comprehensive Concepts and Techniques Cost: \$ 40.75			
Publisher: Thomson Learning/Course Technology			
Item Evaluated: Textbook and Resource Kit			
Copyright Date: 2004		Evaluator: Stephen Johnson	
Content Level: 9-12		Date of Evaluation: 7/31/2003	
Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
<input checked="" type="checkbox"/> Recommended by reviewers to State Textbook Commission as a basal textbook program.
<input type="checkbox"/> Not recommended by reviewers to State Textbook Commission as a basal textbook or program.

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool IT Web Design Career Major



Title: Macromedia Dreamweaver Comprehensive Concepts and Techniques		Publisher: Thomson Learning/CT
Technology Management Summary Data:	20 possible points	<u>16</u> points earned
Technology Management Comments:		
Technology Presentation/Interface Summary Data:	36 possible points	<u>28</u> points earned
Technology Presentation/Interface Comments:		
Content Summary Data:	32 possible points	<u>24</u> points earned
Content Comments:		
Instruction & Management Summary Data	52 possible points	<u>47</u> points earned
Instruction & Management Comments:		
Organization & Structure Summary Data	36 possible points	<u>30</u> points earned
Organization & Structure Comments:		
Resource Material Summary Data	40 possible points	<u>25</u> points earned
Resource Material Comments:		



Group V - Career /Technical & Vocational/Practical Living

Electronic Instructional Media Review Form—Macromedia Dreamweaver MX Design Professional-Thomson/CT Stand Alone/Independent or Integrated Software for IT Web Design Career Major



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost: Included with text	
Windows	Primary	Individual	Stand Alone/Independent	_____single copy	_____site license
Macintosh	Intermediate	Small Group	Integrated	_____network version	_____school version
CD-ROM	Middle	Large Group	Supplemental	_____lab pack of ____ copies	_____online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain _____

Type of Software: Check all that apply	_____Simulation	_____Management	_____Interdisciplinary	_____Problem Solving	_____Tutorial
_____Exploratory	_____Creativity	_____Drill and Practice	_____Critical Thinking	_____Utility	_____Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	0
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments:	Total
	16

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	4
Accessible for special needs students.	0
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	0
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	0
Comments:	Total
	28

Content—IT Web Design Career Major	Rating
Career Focus/Employability Skills/Workplace Readiness Skills	0
Use of Hardware/Software to Create/Change Web Pages	4
Perform Content and Technical Analysis	4
Develop Web Application Sites	4
Implement Applications/Site Design	4
Maintain Applications	4
Manage Web Environment	4
Maintain Internet Infrastructure	0
Comments:	Total 24

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideas	4
Engages Students	4
Develops Computer Maintenance Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	3
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	0
Comments:	Total 47

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	0
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	3
Includes sufficient glossary, index and appendices.	3
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments:	Total 30

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	0
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	3
Suggestions are made for integration of themes and /or interdisciplinary instruction.	3
Integration opportunities suggested and examples given.	3
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	4
Online resources available – Practice skills only.	0
Online resources available – New application materials.	0
Comments:	Total 25

Rating Scale:	
4—All or the time	2—Minimally
3—Some of the time	1—None of the time
	0— Not applicable